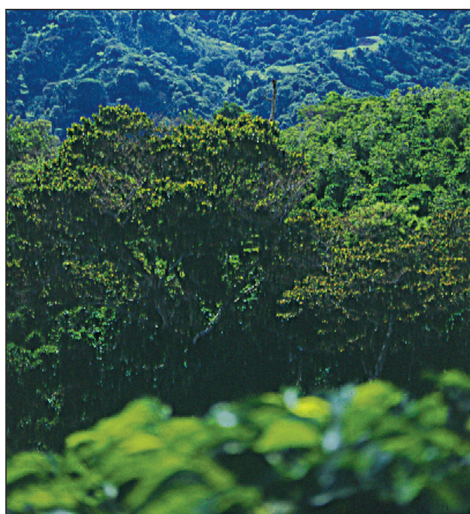


USAID and the Rainforest Alliance Bring Sustainable Forest and Farm Products to Market

THREE OF MEXICO'S AND CENTRAL AMERICA'S LEADING export products will soon receive a significant boost in their positive impact on communities and ecosystems thanks to a new partnership among the United States Agency for International Development (USAID), the Rainforest Alliance and more than 20 companies. The three-year effort is designed to significantly promote and increase the sale of sustainably produced, certified timber, bananas and coffee from Central America and Mexico. The project focuses on areas in Mexico, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica and Panama. By strengthening the competitiveness and sustainability of agriculture and timber operations in these regions, the project will foster new

Linking Sustainable Producers with Buyers

Thanks to the cooperation and enthusiasm of our partner companies and NGOs, we expect the Certified Sustainable Products Alliance, which is part of the USAID Global Development Alliance initiative, to become a model development effort in Latin America and beyond. As Glen Anders, USAID's mission director for Guatemala and Central America Program states, "By linking responsible buyers for certified products with responsible suppliers in these global markets, the Alliance constructs and seals a circuit in which all players — producers, purchasers, distributors and consumers — are winners."



Bananas harvested on environmentally and socially responsible farms; shade-grown, sustainable coffee and timber from community-managed forests will more effectively reach buyers as a result of the new USAID and Rainforest Alliance partnership. The project will help move Rainforest Alliance-certified products through the supply chain, providing incentive for producers to protect the workers, communities, waterways and wildlife of Mexico and Central America.

investment and trade, while supporting practices that benefit the environment as well as protect the rights and resources of workers and local communities.

Funded with an \$8.6 million grant from USAID, the Certified Sustainable Products Alliance supports certification and links certified products with markets. The goal of the partnership is to transform the way that participating companies buy products, establishing alternative ways of doing business. The Alliance will achieve results on several critical business, social and environmental fronts, including responsible business practices, improved wages and conditions for workers employed in plantation and rural sectors, enhanced participation and income for farmer associations and reduced environmental degradation in production systems.

During the three-year activity period, over 300,000 acres of forest and farmland are expected to be certified as sustainably managed. Over four million board feet of certified timber, 90 million boxes of certified bananas and 13,000 metric tons of sustainable coffee are expected to be sold through valuable sourcing contracts provided to local operations.

Project participants include NGOs and producers as well as international manufacturers and retailers such as IKEA, Gibson Musical Instruments, Kraft Foods, Procter & Gamble, Millstone and Chiquita Brands International. These partners have committed to increasing the amount of certified sustainable products in the supply stream, and in certain cases, to providing technical assistance to farms. For example, Gibson Musical Instruments, which has been working with

the Rainforest Alliance for ten years to secure a sustainable supply of mahogany and other woods from Guatemala's Petén forest, will significantly ramp up its purchase of these certified woods, benefiting both the forest and local communities. Kraft and Procter & Gamble have both committed to increasing their purchase of Rainforest Alliance-certified coffee, which grows beneath the shade of tropical trees in Mexico and Central America. For bananas — a key export crop for the region and a leading source of rural jobs and foreign exchange for all countries included in the Alliance — the project will promote an increase in the number of independent certified farms, particularly those that supply Chiquita. Other Alliance partners include the NGOs that form the Sustainable Agriculture Network, (SAN), a coalition of leading, national NGOs in Latin America with diverse experience and full portfolios of conservation and rural development programs.

"By increasing the supply of certified products, by promoting on-the-ground conservation and by improving conditions for workers and communities that neighbor farms and forestry operations, communities and cooperatives involved in the Certified Sustainable Products Alliance will see an increase in income that will provide them with an added incentive to practice sustainable agriculture and forestry," notes Rainforest Alliance executive director Tensie Whelan.

The Rainforest Alliance

Through its forestry and agricultural certification programs, the Rainforest Alliance brings industry, environmentalists, scientists, local communities, workers and governments into mutually beneficial arrangements that foster sustainable production methods that benefit Latin America's economy and environment. The Rainforest Alliance is a leader in developing best management practices for sustainable land use and offers third-party certification and ecolabeling services to forests and farms that are managed in ways that reduce environmental impacts and increase social benefits. As the first organization in the world to utilize market forces to conserve tropical forests, launching a sustainable forestry division in 1989 and a sustainable agriculture division in 1991, the Rainforest Alliance pioneered a worldwide certification movement. Over 30 million acres are now managed according to the highest standards through the Rainforest Alliance's SmartWood program. The Rainforest Alliance has recruited over 1,000 companies in this effort and improved the quality of life of some tens of thousands workers and their families. The Rainforest Alliance's sustainable agriculture certification program has certified almost 1,000 farms and has benefited over 95,000 farm families in the tropics.

United States Agency for International Development



Since its establishment as an independent federal agency by President John F. Kennedy in 1961, the US Agency for International Development (USAID) has

been helping developing countries to fight hunger, poverty and disease and provide opportunities for their peoples. Over more than 40 years, USAID programs have made significant contributions to promote democratic governance, driving economic growth, mitigating and managing conflict and providing humanitarian aid in over 200 countries worldwide.

The USAID/G-CAP (Guatemala and Central American Programs) Mission is located in Guatemala and manages programs in the six Central America region countries. USAID/G-CAP will manage the grant to Rainforest Alliance to implement the new Certified Sustainable Products Alliance.

Certified Sustainable Products Alliance

Business Partners

Balzac Brothers
Boyd Coffee Company
Cascadia Forest Goods
Chiquita Brands International
Citigroup
Coffee Enterprises
D.R. Wakefield & Co.
Doug White Architect
ECOM Coffee Group
Environmental Systems
Research Institute
Forest World Group
Gibson Musical Instruments
Good Coffee Company
Green Mountain Coffee
Roasters
IKEA
International Wood Specialties
Java City
Nespresso
Neumann Kaffee Gruppe

North American Wood Products

Kraft Foods
Procter & Gamble
Royal Cup
S&D Coffee
Volcafe

Partnering NGOs

Conservación y Desarrollo,
Ecuador
Fundación Interamericana de
Investigación Tropical, Guatemala
Imaflora, Brazil
Instituto para la Cooperación y
Autodesarrollo, Honduras
Fundación Natura
Nepenthes, Denmark
Pronatura Chiapas, Mexico
Rainforest Alliance (Secretariat),
United States and Costa Rica
SalvaNATURA, El Salvador
Toledo Institute for Development
and the Environment, Belize

For more information, please log on to:

www.rainforest-alliance.org

www.usaid.gov/our_work/global_partnerships/gda/



www.rainforest-alliance.org

The mission of the Rainforest Alliance is to protect ecosystems and the people and wildlife that depend on them by transforming land-use practices, business practices and consumer behavior. Companies, cooperatives and landowners that participate in our programs meet rigorous standards that conserve biodiversity and provide sustainable livelihoods.

Rainforest Alliance

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